



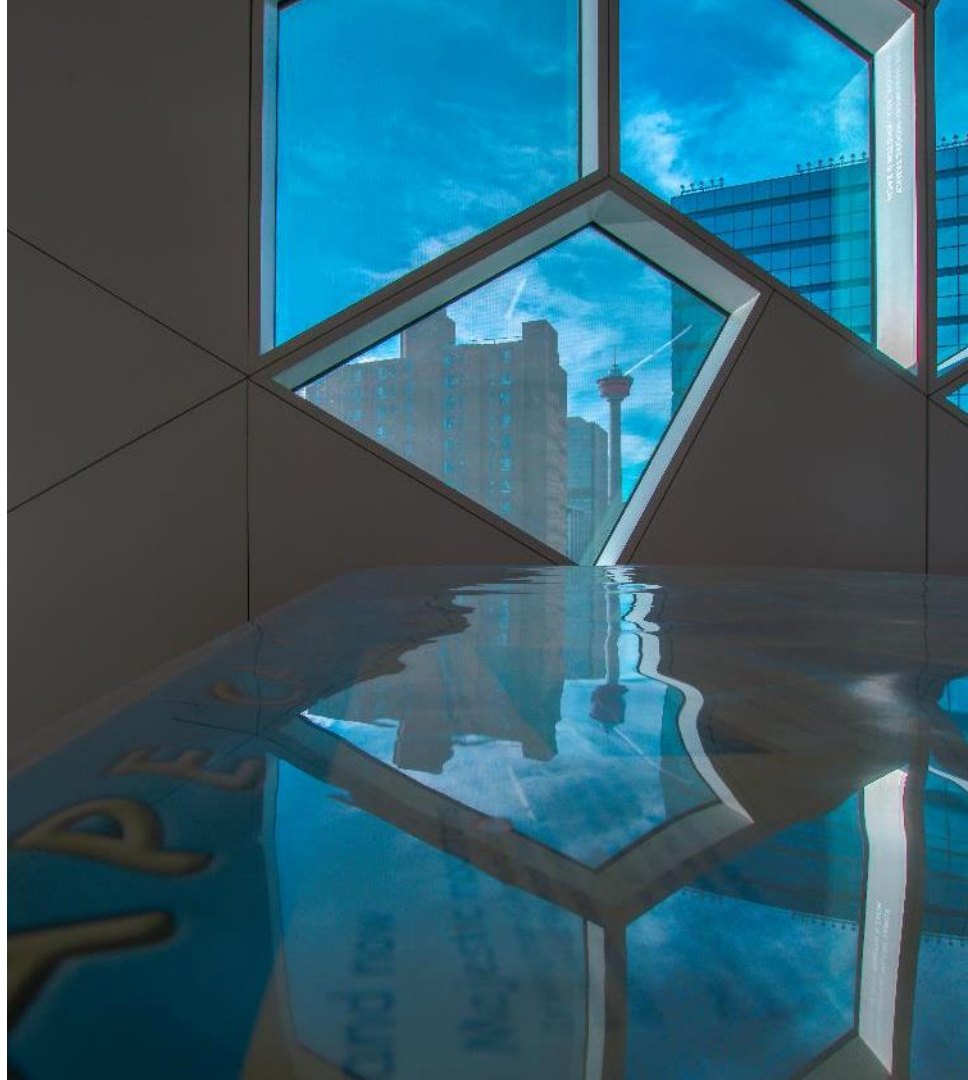
FUTURE-READY BUSINESS INTELLIGENCE

J. NICOLE MULLINGS, RESEARCH & STRATEGY LIBRARIAN

calgary economic
development
be part of the energy™

AGENDA

1. Future-Ready Economic Development
2. Structure It
3. Ongoing & Unique Data Projects
4. Just the Facts!
5. Supporting Business & Industry
6. Rethinking Data Sources
7. Questions?



FUTURE-READY ECONOMIC DEVELOPMENT

STRATEGIC FRAMEWORK

CALGARY IN THE NEW ECONOMY



TALENT

Canada's destination for talent



INNOVATION

Canada's leading B2B innovation ecosystem



PLACE

Canada's most livable city



BUSINESS ENVIRONMENT

Canada's most business-friendly city



RESEARCH EXCELLENCE

EMBEDDING BEST PRACTICES

- Reliable and timely
- Thorough and accurate
- Fulfills the needs of a variety of client types
- Provides actionable insights
- Highlights challenges and future opportunities
- Tracked and measured

STRUCTURE IT

STRUCTURE UNSTRUCTURED CONTENT

RESEARCH + REPORTS

	Name	Type	Date modified	Size
Energy	.scf	File folder	3/15/2019 8:45 AM	
Digital Transformation	Accenture_Upstream-Digital-Energy-Survey-Video-Transcript-2016.pdf	Adobe Acrobat D...	8/18/2017 9:46 AM	29 KB
Energy Prices	Accenture_Upstream-Oil-Gas-Companies-Spend-Smarter-Digital-Technologies-Dri...	Adobe Acrobat D...	8/18/2017 9:45 AM	397 KB
Maps	Beyond the Barrel- How Data and Analytics will become the new currency in Oil an...	Internet Shortcut	1/8/2019 2:11 PM	1 KB
Market Access	Big data offers Canada 'opportunity of a lifetime,' says North West Refining's MacGr...	Internet Shortcut	2/6/2018 2:19 PM	1 KB
Nuclear Energy	CBInsights_Industrial-IoT-Webinar-2017.pdf	Adobe Acrobat D...	8/18/2017 10:01 AM	5,408 KB
Petrochemicals	CBInsights_Visualizing Where BP, Chevron, Shell, And Other Oil & Gas Corporates A...	Internet Shortcut	12/18/2017 9:45 AM	1 KB
Pipelines	Deloitte_From Bytes to Barrels-Digital Transformation in Upstream Oil and Gas-2017...	Adobe Acrobat D...	2/7/2018 2:24 PM	1,092 KB
R&D	Deloitte_Is blockchain's future in oil and gas transformative or transient-2017.pdf	Adobe Acrobat D...	2/7/2018 2:36 PM	2,371 KB
Reports	EY_Lance Mortlock_AI-in-Oil-and-Gas-2019-01.pdf	Adobe Acrobat D...	1/25/2019 10:22 AM	3,920 KB
Statistics	EY_Oil-Gas Digitization-New technology can lead the way, but do you know where ...	Adobe Acrobat D...	1/25/2019 11:19 AM	2,480 KB
Utilities	FutureEconomy.ca_Industry Roadmap-The Future of Oil & Gas-2017-05.pdf	Adobe Acrobat D...	5/9/2017 4:09 PM	2,480 KB
Environment	JWN_IBM Blockchain for Energy Roundtable Summary Report-2017.pdf	Adobe Acrobat D...	2/9/2018 3:59 PM	804 KB
Finance	Latest Reports - JWN Energy	Internet Shortcut	8/30/2017 10:43 AM	1 KB
General Tools	Perrons_How Innovation Happens in Oil and Gas Industry-2014.pdf	Adobe Acrobat D...	7/12/2017 12:36 PM	861 KB
Government	Quorum_Whitepaper_Evolution not Revolution-Digitally Enabling the Modern Ener...	Adobe Acrobat D...	7/20/2018 11:13 AM	1,747 KB
Green Economy	The Industrial IoT- 125+ Startups Transforming Factory Floors, Oil Fields, And Suppl...	Internet Shortcut	5/23/2017 10:32 AM	1 KB
	The Internet of Things in the oil and gas industry - Deloitte Insights	Internet Shortcut	1/8/2019 2:10 PM	1 KB
	WEF_Accenture_Digital Transformation Initiative-Oil-And-Gas-Industry-2017-01.pdf	Adobe Acrobat D...	8/18/2017 9:45 AM	1,158 KB

STRUCTURE UNSTRUCTURED CONTENT

EXCEL DATASETS

Indicators (Q:)

- Business
- Census 2016
- Comparisons and Summaries
- Dashboard
- Economy
- Education
- Energy
- Income
- Labour Market
- Migration Immigration
- Population**
- Real Estate
- Small Business Microsite
- Taxes and Utilities
- Trade
- Wages and Salaries
- Why Calgary

Name

- Alberta
- Archive
- Archive - Economic Indicators Population
- Calgary
- NHS 2011
- Annual Demographic Estimates Subprovincial Areas (91-214-X)
- CartoDB Calgary Change in Population Growth Interactive Map
- CBoC_Alberta_Calgary_Historical_Population to 2017.xlsx
- City of Calgary, Calgary CMA, Calgary ER Map-USE THIS ONE.pdf
- Economic_Indicators_Population.xlsx**
- Economic_Indicators_Population.xlsx - Shortcut
- Small Business Microsite
- StatCan_Census 2016-Population by 3-Digit Postal Code
- The City of Calgary - Civic Census 2018

STRUCTURE UNSTRUCTURED CONTENT EXCEL DATASETS

GDP Growth	
Associated Tabs:	Real GDP Growth
Associated Charts:	GDP_Chart1
Associated Charts:	GDP_Chart2
Associated Charts:	GDP_Chart_All_CMAs
Associated Historical Tabs:	
Source:	Conference Board of Canada
Update Frequency:	Three times per year
Update Schedule:	March, June, September
Current Month/Period:	Spring 2019
Last source update date:	March 19, 2019
Last updated by CED:	March 19, 2019
Last updated by:	Nicole Mullings
Internal Data Location:	
External Data Source:	http://www.conferenceboard.ca/e-data/metadata.aspx
Notes:	You must average the four quarters of the year together to get CBoCs results
Notes:	CBoC will retroactively update data. Make sure you are pulling historical as well as current
GDP per Capita	
Associated Tabs:	GDP per Capita
Associated Charts:	GDP_Chart7
Associated Charts:	GDP_Chart7_All_CMAs
Source:	Conference Board of Canada, Statistics Canada
Update Frequency:	Annual
Update Schedule:	March, June, September
Current Month/Period:	Spring 2019
Last source update date:	March 19, 2019
Last updated by CED:	March 19, 2019
Last updated by:	Nicole Mullings
Internal Data Location:	S:\RS\Library\Economic Development\Reports\Calgary\Conference Board of Canada\Met
External Data Source:	http://www.conferenceboard.ca/e-data/metadata.aspx
Notes:	
Retail Sales Growth	
Associated Tabs:	Retail Sales Growth
Associated Charts:	GDP_Chart3
	Historical - Retail Sales
Source:	Conference Board of Canada
Update Frequency:	Three times per year
Update Schedule:	March, June, September
InfoStamp	Real GDP Growth Chart7_GDP Chart12_GDPF Chart14_Web GDP per Capita

A		B
1	Key Results from Census 2016	
2		
3	Census Profile, 2016 Census	http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?lang=E
4	Data tables, 2016 Census	http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/rt-ta/index-eng.cfm
5	Census 2016 CMAs Profile	
6		
7	Housing in Canada	http://www.statcan.gc.ca/daily-quotidien/171025/dq171025c-eng.htm?CMP=mstatcan
8	CMAs Private Households	Private households by household type, 2016
9	CMAs Marital Status	Marital status for the population aged 15 years and over, 2016
10	CMAs Housing Indicators	
11	Home Ownership	
12		
13	Income	
14	Household Income	http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/rt-ta/Lp-eng.cfm?LANG=E&
15		
16	Age and sex, and type of dwelling	http://www.statcan.gc.ca/daily-quotidien/170503/dq170503a-eng.htm
17	Age	http://www12.statcan.gc.ca/census-recensement/2016/rt-ta/as-eng.cfm
18	CMAs Age	
19	CMAs Average Age	
20	Average Age 2011 to 2016 Table	
21	CMAs Sex	
22	Population 15 to 24 Table	
23	CMAs Population 15 to 64	
24	Population 15 to 64 Table	
25	CMAs Population 55 to 64	
26	Population 55 to 64 Table	
27	CMAs Population Change	
28		
29	Immigration and ethnocultural diversity	http://www.statcan.gc.ca/daily-quotidien/171025/dq171025b-eng.htm?CMP=mstatcan
30	Immigration	
31	Visible Minority	
32	Ethnic Origin	http://www12.statcan.gc.ca/census-recensement/2016/as-sa/98-200-x/2016016/98-200-x
33	Migrants	
34		
35	Aboriginal peoples in Canada	http://www.statcan.gc.ca/daily-quotidien/171025/dq171025a-eng.htm?CMP=mstatcan
36		
37	Language	
38	Language	
39	Mother Tongue	Calgary CMA - Most-Reported Immigrant Mother Tongue, 2016
40		Calgary CMA - Select Mother Tongue of the Total Population, 2016
41		
42	Journey to Work	
43	Commuting	

STRUCTURE UNSTRUCTURED CONTENT

EXCEL DATASETS

AB_CAPEX	Chart21_ABCapex	Canada_Capex	Chart22_CANCapex	EconomicStructure	Historical-Economic Structure
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City of Calgary New Business Openings and Closures

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	5-Year Average (2013-2017)	5-Year Growth Rate (2013-2017)	9-Year Average (2009-2017)
New Business Openings	3,075	3,537	4,300	3,770	3,890	4,001	3,756	3,795	3,449	3,114		3,778	-11.3%	3,730
Business Closures	2,623	2,503	2,380	2,445	2,581	2,306	2,453	2,435	2,220	2,209		2,399	-14.0%	2,438

	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19
Number of New Businesses - Calgary	248	189	172	434	437	349	36		
Number of Business Closures - Calgary	159	163	220	124	195	184	95		
http://www.calgary.ca/cfod/finance/Pages/Corporate-Econ									

ONGOING & UNIQUE DATA PROJECTS

UNIQUE DATA PROJECTS

STEM

Program Completions^{1,2} at Calgary⁴ Based PSIs - By CIP Code³, Credential Grouping, Program and Specialization Name⁵

Source: LERS (Using subset of Credential and Program Types; Filtered on "Completed" Completion Grouping, "Calgary" Provider Region, and Record Count measure)

*See Notes

							Academic Year				
							2013-2014	2014-2015	2015-2016	2016-2017	2017-2018
Provider Name	CIP Code	CIP Code Description	STEM Groups or BHASE (Non-STEM)	Credential Grouping	Program	Specialization					
University of Calgary	03.0104	Environmental science	Science and science technology	Degree - Bachelor's	Bachelor of Science	Environmental Science	33	38	35	46	40
University of Calgary	03.0104	Environmental science	Science and science technology	Degree - Bachelor's Total			33	38	35	46	40
University of Calgary	03.0104	Environmental science	Science and science technology	Degree - Master's	Master of Environmental Design	Environmental Science	0	0	0	0	0
University of Calgary	03.0104	Environmental science	Science and science technology	Degree - Master's	Master of Science	Sustainable Energy Development	38	23	41	23	28
University of Calgary	03.0104	Environmental science	Science and science technology	Degree - Master's Total			40	23	41	24	28
University of Calgary	03.0104 Total		Science and science technology total				73	61	76	70	68
University of Calgary	04.0201	Architecture (BARCH, BA, BS, BSC, MARCH, MIA, MMS, MSc, PhD)	BHASE	Degree - Master's	Master of Architecture	Architecture	43	42	40	50	47
University of Calgary	04.0201	Architecture (BARCH, BA, BS, BSC, MARCH, MIA, MMS, MSc, PhD)	BHASE	Degree - Master's Total			43	42	40	50	47
University of Calgary	04.0201 Total						43	42	40	50	47
University of Calgary	04.0301	City/urban, community and regional planning	BHASE	Degree - Master's	Master of Planning	Master of Planning	30	35	20	26	27
University of Calgary	04.0301	City/urban, community and regional planning	BHASE	Degree - Master's Total			30	35	20	26	27
University of Calgary	04.0301 Total						30	35	20	26	27
University of Calgary	04.0401	Environmental design/architecture	BHASE	Degree - Doctoral	Doctor of Philosophy	Environmental Design	0	0	6	0	0
University of Calgary	04.0401	Environmental design/architecture	BHASE	Degree - Doctoral Total			0	0	6	0	0
University of Calgary	04.0401	Environmental design/architecture	BHASE	Degree - Master's	Master of Environmental Design	Environmental Design	16	21	7	0	12
University of Calgary	04.0401	Environmental design/architecture	BHASE	Degree - Master's Total			16	21	7	0	12
University of Calgary	04.0401 Total						19	25	13	7	16
University of Calgary	04.0601	Landscape architecture (BS, BSC, BSLA, BLA, MSLA, MIA, PhD)	BHASE	Degree - Master's	Master of Landscape Architecture	Landscape Architecture	0	0	0	0	6
University of Calgary	04.0601	Landscape architecture (BS, BSC, BSLA, BLA, MSLA, MIA, PhD)	BHASE	Degree - Master's Total			0	0	0	0	6
University of Calgary	04.0601 Total						0	0	0	0	6
University of Calgary	05.0104	East Asian studies	BHASE	Degree - Bachelor's	Bachelor of Arts	East Asia	0	0	0	0	0
University of Calgary	05.0104	East Asian studies	BHASE	Degree - Bachelor's	Bachelor of Arts	East Asian Studies	0	0	0	0	0
University of Calgary	05.0104	East Asian studies	BHASE	Degree - Bachelor's Total			0	0	0	0	0
University of Calgary	05.0104 Total						0	0	0	0	0

UNIQUE DATA PROJECTS

LABOUR FORCE

Geography	NOC	Occupation Description	Alberta Wage and Salary Survey			Statistics Canada			Statistics Canada		
			2017			2017			2017		
			Average Hourly Wage	Median Hourly Wage	Average Salary	Average Hourly Wage	Median Hourly Wage	Average Salary*	Labour Force	Employed	Unemployed
Alberta	2173	Software engineers and designers	\$40.69	\$37.69	\$83,282	\$48.29	\$45.17	\$98,492	5,000	5,000	0
Calgary	2173	Software engineers and designers	\$41.38	\$37.72	\$84,898	x	x	x	3,200	3,200	0
Edmonton	2173	Software engineers and designers	\$36.80	\$31.25	\$74,619	x	x	x	1,600	1,600	0
Vancouver	2173	Software engineers and designers	-	-	-	\$37.59	\$36.54	\$76,848	9,200	8,500	0
Toronto	2173	Software engineers and designers	-	-	-	\$46.88	\$45.67	\$95,976	15,900	15,900	0
Kitchener Cambridge Waterloo	2173	Software engineers and designers	-	-	-	x	x	x	1,900	1,900	0
Ottawa	2173	Software engineers and designers	-	-	-	\$48.37	\$48.08	\$98,337	5,000	5,000	0
Montreal	2173	Software engineers and designers	-	-	-	x	x	x	6,000	5,900	0
Winnipeg	2173	Software engineers and designers	-	-	-	x	x	x	0	0	0
Saskatoon	2173	Software engineers and designers	-	-	-	x	x	x	0	0	0
Regina	2173	Software engineers and designers	-	-	-	x	x	x	0	0	0

* This is calculated by multiplying the average weekly wage by 52

x indicates that the data is suppressed by Statistics Canada

A value of 0 in labour force, unemployment, or employment indicates suppression by Statistics Canada, and is a value of less than or equal to 1500

Sources: Alberta Wage and Salary Survey, 2017; Statistics Canada, 2017

UNIQUE DATA PROJECTS

LABOUR FORCE

Estimated Labour Force & Employment Growth of Calgary Tech Occupations								
Geography	Labour Force Status (Persons x 1,000)	NOC Grouping	Q1 2018	Q2 2018	Q3 2018	Q4 2018	Q1 2019	Q1 2018 / Q1 2019 Growth
Calgary	Labour Force	Computer Support, Database & Systems	17	13.1	14.8	18.3	20.6	21.2%
		Software Development & Programmers	13.9	12.2	11.2	10.9	11.9	-14.4%
		Technology & Engineering Related	13.9	13.1	14.8	17.5	18.6	33.8%
Calgary	Employment	Computer Support, Database & Systems	15.8	17.8	15.4	18.1	21.2	34.2%
		Software Development & Programmers	13.9	11.1	10.2	10.5	11.6	-16.5%
		Technology & Engineering Related	13.7	12.2	14.2	16.9	18.4	34.3%

Source: Calgary Census Metropolitan Area (CMA); Statistics Canada LFS (NOC Groupings), 2018 & 2019; Calgary Economic Development Analysis, May 2019

Notes:

Computer Support, Database & Systems - NOC 2171, 2172, 2282, 2283

Software Development & Programmers - NOC 2173, 2174, 2175

Technology & Engineering Related - NOC 2132, 2133, 2146, 2147, 2148, 2232, 2241, 2281

ECONOMIC ANALYSIS

BENCHMARKING CALGARY

Major Canadian Cities Comparison

	Vancouver	Edmonton	Calgary	Saskatoon	Toronto	Ottawa	Montreal	Canada
2018 Real GDP Growth	2.5%	2.5%	2.3%	1.8%	2.7%	2.4%	3.6%	2.4%
2019F Real GDP Growth	2.5%	1.9%	2.0%	1.9%	2.3%	1.9%	1.8%	2.0%
CMA Population <small>July 2017</small>	2,571,262	1,411,945	1,488,841	323,809	6,346,088	1,377,016	4,138,254	36,708,083
2017 Population Growth	1.1%	1.8%	1.8%	2.9%	2.0%	1.9%	1.2%	1.2%
Unemployment Rate <small>February 2019</small>	4.9%	7.0%	7.6%	6.1%	6.3%	5.1%	5.9%	5.8%
Participation Rate <small>February 2019</small>	68.5%	73.2%	73.0%	69.5%	66.1%	67.7%	66.8%	65.8%
Employment Growth <small>February 2019</small>	30,900 2.2%	33,800 4.4%	6,300 0.7%	9,000 5.3%	36,500 1.1%	4,900 0.7%	21,400 1.0%	369,100 2.0%
Full-Time Employment Growth <small>February 2019</small>	0.7%	3.5%	-0.7%	5.1%	0.2%	0.9%	2.3%	1.8%
Part-Time Employment Growth <small>February 2019</small>	8.3%	8.7%	8.6%	4.7%	5.6%	0.1%	-4.7%	3.0%
Provincial Average Weekly Earnings <small>December 2018</small>	\$1,000.79	\$1,155.12	\$1,155.12	\$1,026.37	\$1,050.05	\$1,050.05	\$949.25	\$1,023.78

Source: Conference Board of Canada, Statistics Canada

UNIQUE DATA PROJECTS

FACT SHEETS



Highlights

Calgary small businesses account for 95 per cent of all businesses – they are a driving force within the city's business community. Small businesses provide jobs for local residents and are important for the vitality of inner cities. Small business owners have the advantage of being able to adapt quickly in terms of aligning resources. They are able to be innovative with products and implement processes and efficiencies. These advantages, married with their general passion for their business and ability to

Calgary CMA Small Business Employees

Total # of Businesses 57,895

55,072 Small Businesses



enjoy the advantage apart from lan

Business

Of Calgary's small business employees) 55,072).

A breakdown employee segment 35,665 b



From personal income to investments, Calgary is Canada's leader in earnings and financial management. This fact sheet provides analysis of wealth distribution across Canada. Topics include: millionaires, personal income per capita, wages and salaries, household income, financial security and calculated financial assets (CFA).

Millionaires

Data for millionaires in Canada is derived from income reports of tax filers, with 2015 the most recent available.

The number increased since 2015. In 2015, 20 of millionaires personal income basis, at 20

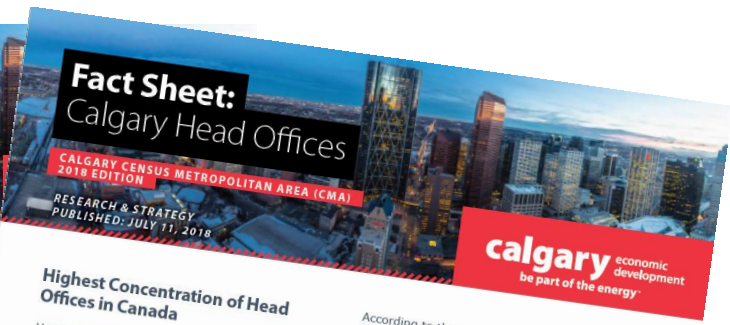
Calgary's millionaires

In 2015, income of Canada's (CMAs).

Number of Millionaires in Calgary CMA



For more than a decade, Calgary has remained



Highest Concentration of Head Offices in Canada

Head offices are highly desirable businesses for any city in that they provide the base of corporate decision-making. This generates a significant benefit in terms of the employment profile as well as the economic benefits that accrue to businesses beyond just the head office.

The importance of corporate head office activity can be observed in the economic impact generated beyond that directly associated with the head offices themselves. Professional businesses and financial services often establish themselves in proximity to larger corporate headquarters, creating a larger and more knowledgeable professional community – one that can offer greater access to high quality services for surrounding companies. Head offices also serve as pillars of the community, sponsoring charitable organizations and supporting the arts. Symbolically, the presence of head offices adds to a city's image – Calgary's heavy concentration of key energy companies has helped forge its reputation as an energy leader.

According to the FP500 2018 Edition, Calgary is home to 115 or approximately 1 in 7 of Canada's 800 largest corporate headquarters. As Canada's energy centre, it is no surprise that the majority of top corporations in Alberta, and 81 of Calgary's 115 head offices (70.4 per cent), are categorized as energy or oil field services companies.

Calgary Head Offices by Industry

Industry	Number of Head Offices
Oil & Gas Companies	61
Oil & Gas Field Services	20
Engineering/Construction	5
Gas/Electrical Utilities, Pipelines	5
General Manufacturing	3
Transportation/Couriers	3
Wholesalers/Distributors	3
Chemicals & Fertilizers	3
Diversified Financial	2
Real Estate	2
Real Estate Investment Trusts	2

A man wearing a dark fedora and a pinstriped suit jacket is shown from the chest up. He is holding a black rotary telephone receiver to his ear with his right hand. His eyes are closed, and he has a slight smile, suggesting he is listening intently or enjoying the conversation. The background is blurred, showing what appears to be a window with a view of a city. The entire image has a reddish-pink color cast. Overlaid on the center of the image is the text "JUST THE FACTS!" in a bold, white, sans-serif font.

JUST THE FACTS!

BRAND PROMOTION

RANKING & STATISTICS INVENTORY

	A	B	C	D	E	F	G	H	I
	Geography	Topic	Stat	Website Stat Block	Region	Report / Link	Source	Year	Last Updated / Confirmed
1									
34	Alberta	Energy	Alberta has over \$52.4 billion in proposed oil & gas projects and over \$16.4 billion oil & gas projects currently under construction.		Alberta	Government of Alberta	Alberta Major Projects	2018	4/10/2018
35	Alberta	Technology /	Tech accounted for 4.8 per cent of Alberta's total employment in		Alberta	The State of Canada's Tech Sector, 2016	Brookfield Institute	2016	7/1/2016
36	Alberta	Technology	7.2 per cent of businesses in Alberta are in the tech sector, the second highest proportion in Canada			The State of Canada's Tech Sector, 2016	Brookfield Institute	2016	7/1/2016
37	Alberta	Agribusiness	Alberta exports primary and processed agricultural and food products to over 150 countries	Agribusiness	Alberta	Deloitte Agribusiness Value Chain Study, 2017	Commissioned by Calgary Economic Development.	2017	9/20/2017
38	Alberta	Education	Alberta students ranked first in Canada and second out of 72 countries or economies in the world, behind only Singapore, in science. Albertans ranked third in the world in reading, behind only British Columbia and Singapore.		Global	http://edmontonjournal.com/opinion/columnists/david-staples-albertas-education-system-earns-top-marks-in-science-reading https://education.alberta.ca/education-studies/pisa/everyone/more-information/	Edmonton Journal; OECD	2015	12/6/2017
39	Calgary	Topic	Stat						
40	Calgary								
41	Calgary								
42	Calgary	Transportation	Calgary's 44,300 square metre Stoney Transit Facility is the largest indoor Compressed Natural Gas (CNG) bus fueling complex in North America and one of the largest in the world.			https://newsroom.calgary.ca/new-calgary-transit-facility-largest-in-north-america--focused-on-environmentally-beneficial-natural-gas-buses/	Calgary Transit, March 12, 2019	2019	3/12/2019
43	Calgary	Transportation	Calgary ranked 7th of best Canadian cities for public transit.			https://www.redfin.com/blog/2019/03/best-cities-canada-public-transit-score.html	Redfin Transit Score®, March 2019	2019	3/12/2019
44	Calgary	Business	1,371 Energy Businesses in Calgary	Business Counts			Calgary Census Metropolitan Area, Canadian Business Counts, Statistics Canada	2018	3/5/2019
45	Calgary	Business	1,560 Financial Services Businesses in Calgary	Business Counts			Calgary Census Metropolitan Area, Canadian Business Counts, Statistics Canada	2018	3/5/2019
46	Calgary	Business	1,615 Manufacturing Businesses in Calgary	Business Counts			Calgary Census Metropolitan Area, Canadian Business Counts, Statistics Canada	2018	3/5/2019

BRAND PROMOTION

FACTS & STATS

Calgary Advanced Tech

With Canada's only deregulated power market, a climate leadership plan and the will of the leaders in traditional oil and gas and agriculture sectors to innovate, Calgary is on the tipping point of being a global IoT, AI and blockchain industrial hub.

calgary economic
development
be part of the energy™



10 things you need to know about Calgary

1. Calgary's industrial IoT opportunity is estimated to be \$45B.
Source: Calgary Economic Development Analysis; Digital Transformation Initiative: Oil and Gas Industry, World Economic Forum, January 2017

95% of the assets in the energy sector are currently **unconnected**.
Source: Can technology transform the oil and gas industry again?, Houston Chronicle, April 7, 2017

5. Calgary boasts a full 25% of all UAV, geospatial data collection and analysis, navigation and GPS firms in Canada.
Source: Government of Alberta, 2017

Investments in electric autonomous vehicles in the world.
Source: Suncor.com, 2018



4,424

CREATIVE INDUSTRIES
BUSINESSES IN CALGARY



52,800

52,800 EMPLOYED IN THE CREATIVE
INDUSTRIES SECTOR IN CALGARY



3,000

CREATIVE AND FILM INDUSTRIES
POST-SECONDARY GRADUATES
ANNUALLY



**HEY, AMAZON.
NOT SAYING WE'D FIGHT
A BEAR FOR YOU, BUT
WE TOTALLY WOULD.**

BRAND PROMOTION

FACTS & STATS



Calgary: Census 2016

Calgary is a city of opportunity that attracts people from around the world seeking a great place to make a living and a life.

Population



1,392,609

A 14.6% increase from the 2011 population of 1,214,839

50.1% 49.9%



Highest

population growth of all Canadian census metropolitan areas 2011 to 2016



Youngest

The lowest average age of major Canadian cities at 37.4. The median age of Calgarians is 36.4

70.2% of Calgary's population is between the ages of 15 to 64, the **highest** of major Canadian cities

Income



Median total household income increased

19.7%

2010: \$83,220

2015: \$99,583

Immigrants, Diversity and Ethnic Origin

29.4%

of Calgary's population are immigrants, up from 26.2% in 2011

33.7%

of Calgary's population are visible minorities, up from 28.1% in 2011

21.7% British

6.6% Ukrainian

- Canada ranks **1st in Business Environment** in the G7 and G20
 - *The Economist Intelligence Unit, September 2017*
- Canada is the **easiest place to start a business** in the G20
 - *World Bank, Doing Business 2018*
- Canada offers the **lowest total effective tax rate*** of the G7
 - **Sum of profit taxes, labour taxes and other taxes, PriceWaterhouseCoopers, Paying Taxes 2017*
- Canada offers one of the **most generous R&D tax incentives** in the G7
 - *OECD Science, Technology and Industry Scoreboard 2017*
- Canada ranks **1st in potential for investment and growth** in its economic infrastructure
 - *Global Infrastructure Investment Index, ARCADIS NV Consulting, May 2016*
- Canada ranks **1st in Soundness of Banks** in the G7 and 2nd in the world
 - *Soundness of Banks World Rank, Global Competitiveness Report, 2017-2018*
- Canada attracted the **most FDI flows per capita** in the G7 in 2007-2016
 - *United Nations Conference on Trade and Development (UNCTAD)*
- Canada ranks **2nd in Entrepreneurship** of the G7
 - *Global Entrepreneurship Index 2017, The Global Entrepreneurship and Development Institute, November 13, 2016*
- Canada's talent pool is the **most highly educated** among OECD countries
 - *Education at a Glance, OECD, September 2017*
- Canada **tops the G20 in overall prosperity** of its citizens
 - *Legatum Prosperity Index 2017*

BUSINESS ATTRACTION, RETENTION & EXPANSION

WHY CALGARY + PITCH DECKS

Why Calgary? Our Economy in Depth

February 2019

calgary economic
development
be part of the energy™

Calgary Economic Development's collaborative
energy makes us a conduit, connector
and catalyst Calgary.



SUPPORTING BUSINESS & INDUSTRY

BUSINESS & INDUSTRY SUPPORT

BUSINESS RESOURCES

I WANT TO KNOW MORE ABOUT:

BUSINESS DIRECTORIES

20 Resources

BUSINESS SUPPORT

48 Resources

STARTUPS & ENTREPRENEURS

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COWORKING AND COMMUNITY INNOVATION SPACES

32 Resources

PLANNING YOUR BUSINESS

32 Resources

SETTING UP YOUR BUSINESS

19 Resources

GROWING YOUR BUSINESS

48 Resources

ANGEL INVESTORS & VENTURE CAPITAL

30 Resources

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A

A100

The A100 is Alberta's community of seasoned technology founders & executives.

ACAMP

ACAMP is a unique industry-led product development centre that advanced technology entrepreneurs count on to move their innovation from proof-of-concept to manufactured product by providing access to multidisciplinary engineers, technology experts, unique specialized equipment, and industry acumen.

Accelerate Fund

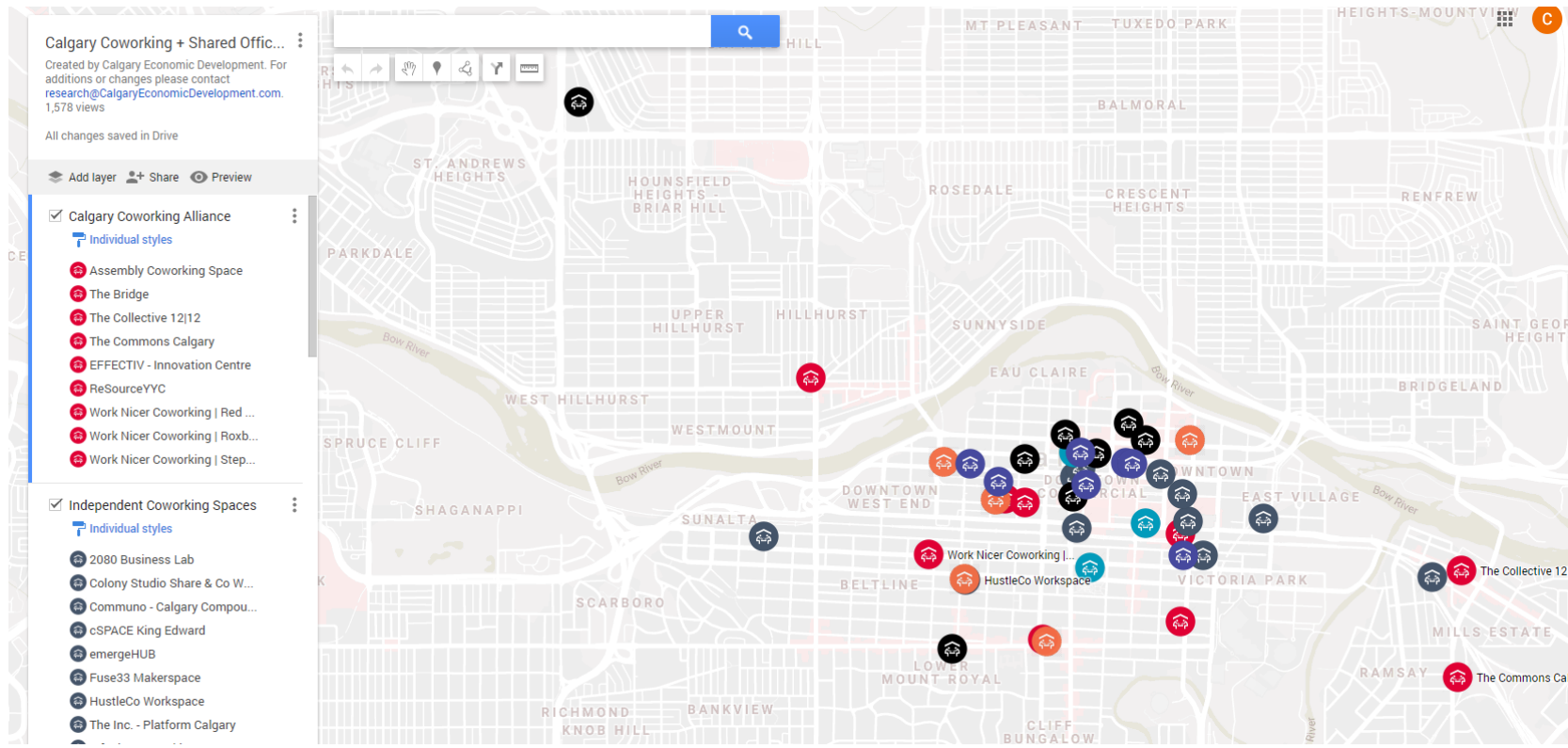
The Accelerate Fund is an early stage, Angel co-investment fund available to Alberta technology companies.

The Accelerator

The Accelerator is a Canadian seed accelerator that provides curriculum, services, seed money, mentors, and connections during two five-month programs each year.

BUSINESS & INDUSTRY SUPPORT

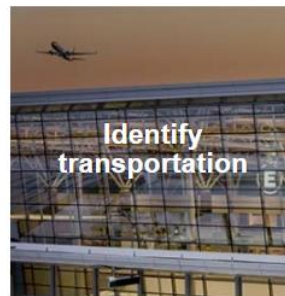
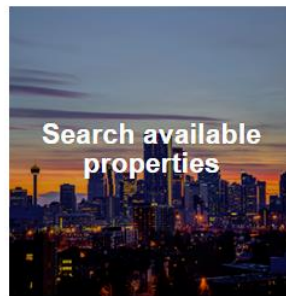
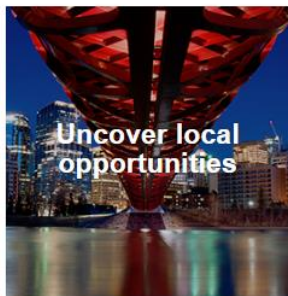
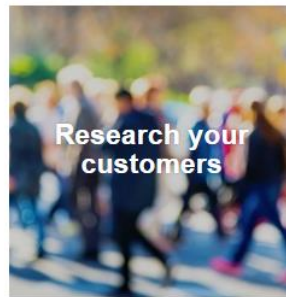
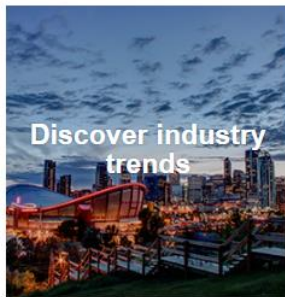
CALGARY COWORKING GOOGLE MAP



LOCAL INTELLIGENCE

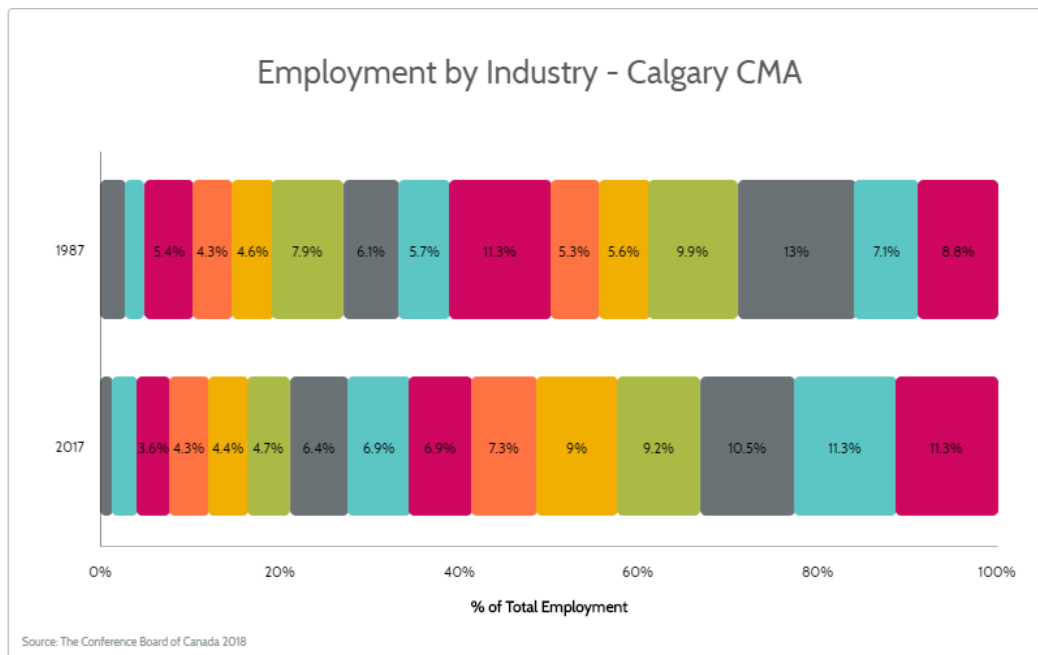
SMALL BUSINESS MICROSITE

Find local information to help your business make
smarter, faster, better decisions.



ECONOMIC INDICATORS DASHBOARD

- COMPANY LISTS +
- REPORT LIBRARY +
- BUSINESS RESOURCES +
- LOCAL BUSINESS INTELLIGENCE +



BUSINESS & INDUSTRY SUPPORT

COMPANY LISTS

[Return to Company Lists](#)

[Return to Homepage](#)

Calgary and Area Green Economy Organizations*

Name	Address	City	Province	Postal Code	Contact	Web Address	Total Employees
Associations & Non-Profit							
Alberta Energy Efficiency Alliance (AEEA)	PO Box 65144 North Hill	Calgary	AB	T2N 4T6	403-836-0776	aeaa.ca	
Alberta Green Economy Network (AGEN)	10187 104 St NW, Unit B	Edmonton	AB	T5J 0Z9	info@albertaGEN.ca	albertagen.ca	
Alberta Innovates Energy & Environmental Solutions	801 6 Ave SW, Suite 2540	Calgary	AB	T2P 3W2	403-297-7089	ai-ses.ca	
BILD Calgary Region	100-7326 10 Street NE	Calgary	AB	T2E 8W1	403-235-1911	bildcr.com	
Built Green Canada - Greater Calgary		Calgary	AB		855-485-0920	builtgreencanada.ca/greater-calgary	
Calgary Economic Development	731 1st Street SE	Calgary	AB	T2G 2G9	403-221-7831	Renewable Energy & Green Economy	
Canada Green Building Council - Alberta Chapter	Box 75113 Westhills, 216 Stewart Green SW	Calgary	AB	T3H 3M1	403-615-0125	Canada Green Building Council - Alberta Chapter	
Canadian Geothermal Energy Association (CanGEA)	P.O. Box 1462 Station M	Calgary	AB	T2P 2L6	403-801-6805	cangea.ca	
Canadian Hydropower Association (CHA)	1402 - 150 Metcalfe Street	Ottawa	ON	K2P 1P1	613-751-6655	canadahydro.ca	
Canadian Solar Industries Association (CanSIA)	240 Bank Street, Suite 400	Ottawa	ON	K2P 1X4	866-522-6742	cansia.ca	
Canadian Wind Energy Association Inc (CanWEA)	240 Bank Street, Suite 400	Ottawa	ON	K2P 1X4	800-922-6932	canwea.ca	
Decentralised Energy Canada (DEC)	3608 33 Street NW	Calgary	AB	T2L 2A6	403-210-5374	deassociation.ca	
Emissions Reducation Alberta	1109, 10104 103 Avenue NW	Edmonton	AB	T5J 0H8	780-498-2068	eralberta.ca	
EnergieaWorks	150 6th Ave SW, Suite 5100	Calgary	AB	T2T 0A4	403-370-2361	energieaworks.com	
Energy Efficiency Alberta (EEA)	520 3rd Ave SW, Suite 510	Calgary	AB	T2P 0R3	844-357-5604	efficiencyalberta.ca	
Energy Futures Lab					info@energyfutureslab.com	energyfutureslab.com	
Energy Storage Canada (ESC)					416-997-3095	energystoragecanada.org	
Independent Power Producers Society of Alberta (IPPSA)	144 4 Ave Sw Suite 2600	Calgary	AB	T2P 3N4	403-282-8811	ippsa.com	
Iron + Earth	281 Foxboro Pointe	Sherwood Park	AB	T8A 6C6	778-771-0852	ironandearth.org	
QUEST Canada	350 Albert Street, Suite 1220	Ottawa	ON	K1R 1A4	866-494-2770	questcanada.org	
Solar Energy Society of Alberta (SESA)		Edmonton	AB		780-443-7788	solaralberta.ca	
Sustainable Calgary	321, 223 12 Ave. SW	Calgary	AB	T2R 0G9	403-270-0777	sustainablecalgary.org	
Women in Renewable Energy (WIRE)	PO Box 233, Stn. C	Toronto	ON	M6J 3P4	info@womeninrenewableenergy.ca	womeninrenewableenergy.ca	
Women of Renewable Industries and Sustainable Energy (WRISE)		Calgary	AB		calgary@wriseenergy.org	wriseenergy.org	
Biomass, Biofuels & Waste-to-Energy							
Alberta Pacific Forest Industries	13220 St Albert Trail Nw Ste 212	Edmonton	AB	T5L 4W1	780-525-8000	alpac.ca	400
BioRefinex Canada Inc.	909 17th Ave. SW, Suite 400	Calgary	AB	T2T 0A4	403-705-1720	biorefinex.com	
BowArk Energy Ltd	400 - 3 Ave SW Suite 3405	Calgary	AB	T2P 4H2	403-264-2259	bowark.com	

SUBJECT MATTER EXPERTISE

COLLABORATE & CONSULT



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IN
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CANADA



Ministry of
Advanced Education



Statistics
Canada

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Canada



SUPPORTING

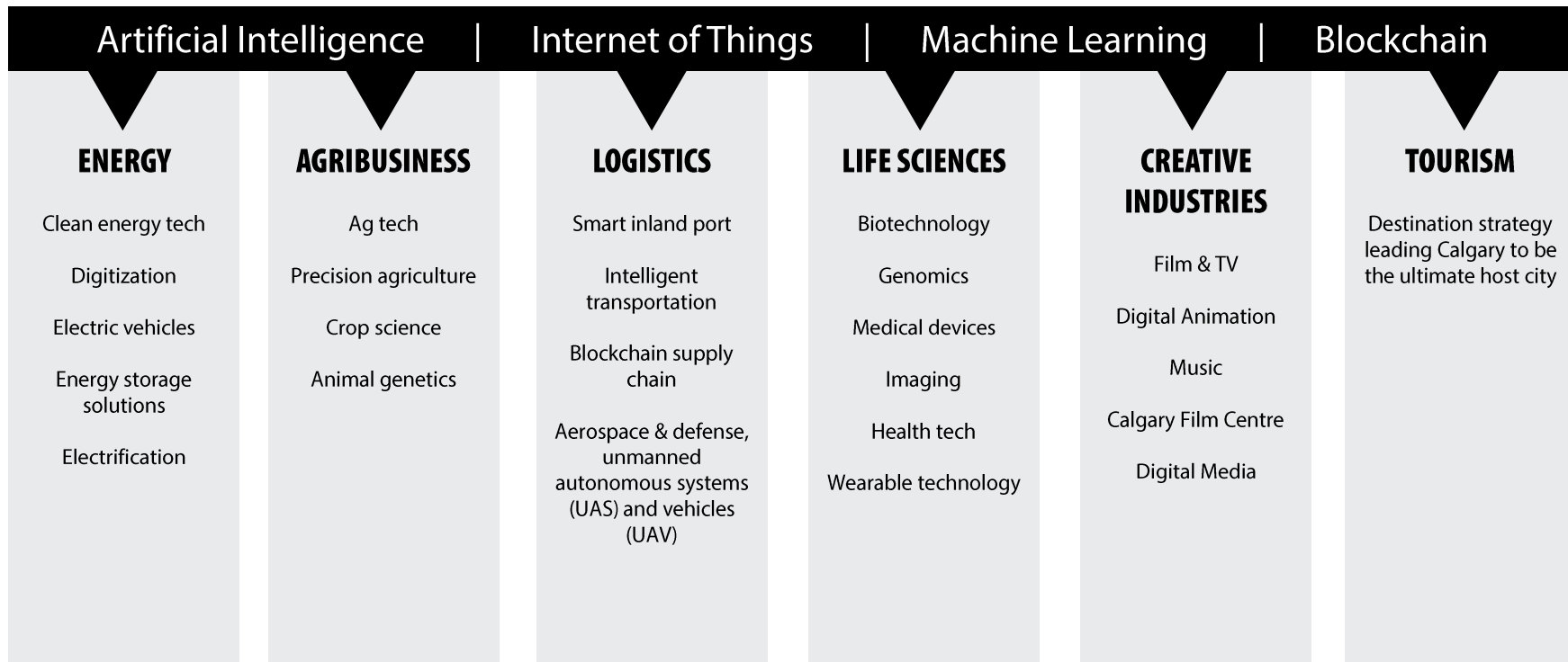
STARTUPS & ENTREPRENEURS

- Startup Calgary
- Market research
- Small Business Microsite
- Company lists
- Startup Weekends Research Coach
- Startup Resources: AEC Tech Deal Flow Study, Start Alberta, Hockeystick, Startup Genome



RETHINKING DATA SOURCES

ACROSS ALL INDUSTRIES

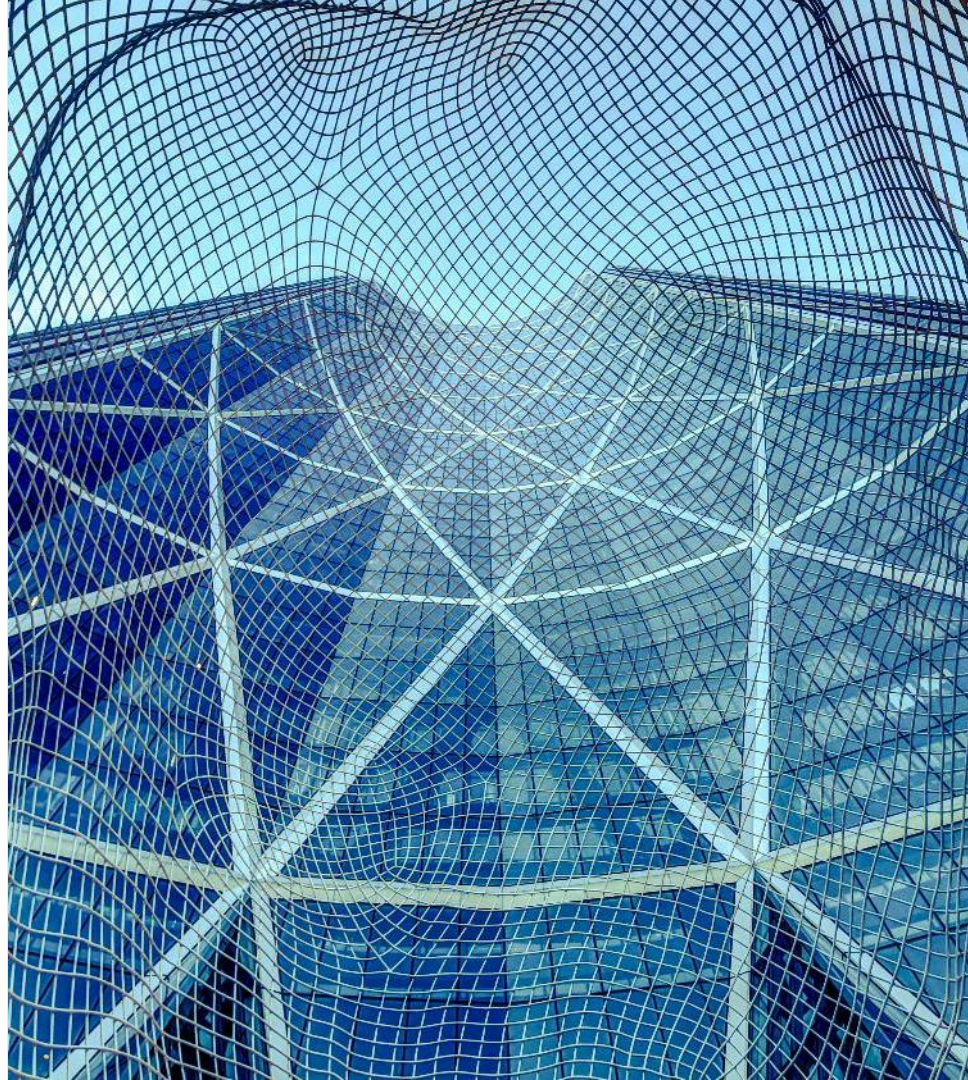


THINKING OUTSIDE THE BOX

IDC CANADA

Canadian digital transformation (DX) technologies and services spending is set to surpass \$16 billion in 2018, approximately 20% higher than the ~\$14 billion spent in 2017.

Source: Canadian Spending on Digital Transformation Will Exceed \$16 Billion in 2018, Led by Innovation Accelerators, According to a New IDC Spending Guide, August 7, 2018, IDC Canada



QUESTIONS?

NICOLE MULLINGS

BIO



Nicole Mullings is an information professional and subject matter expert with 5+ years of experience managing business and industry data and resources and 7+ years of experience supporting research activities at a private investment bank. Nicole has fulfilled 1,500+ research requests in her role as Research & Strategy Librarian at Calgary Economic Development. Significant projects she has contributed to include Calgary's Amazon HQ2 bid book submission, Invest Calgary Magazine and many of the business and research resources available on the Calgary Economic Development website. Most recently, she presented a workshop on Research Management Best Practices for Economic Development Organizations to Invest in Canada in Ottawa. Nicole volunteers as a Research Coach for Startup Calgary. She is a news junkie and is interested in all things emerging technologies.

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+1(403) 221-7836



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development
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